

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended) A computer-based device configured to generate a three-dimensional image for facilitating a localization within a place of interest selected from the group comprising departments, stores, items in exposition, numbered seats and strategic points of great shopping centers, museums, big stores, supermarkets, companies, houses of entertainment, theaters, fairs, and events, the device comprising:  
an electronic equipment having a monitor and a device for controlling movement of an icon of a display screen that possesses an instantaneous menu of search; and  
a computer program installed in the electronic equipment, wherein the computer program searches [[a]] the place of interest of a user, in different categories of search, so that, when the user identifies a desired destination, the computer program generates a three-dimensional image showing a shortest and best route to be followed by the user from a point at which the user identifies the desired destination to the desired destination, along with notes about the shortest and best route to be covered by means of an object in movement.

2. (Previous Presented) The device according to claim 1, wherein the computer program in the electronic equipment executes in real time, illustrating instantaneously where products, places or items looked for by the user are situated.
3. (Previous Presented) The device according to claim 1, wherein the computer program displays promotions that use audiovisual resources, as a way to call the attention of customers and visitors of a place where the electronic equipment containing the program is installed.
4. (Currently Amended) The device according to claim 1, wherein the computer program is freely available for consultation in a world-wide network of computers.
5. (Previous Presented) The device according to claim 1, wherein the computer program is disposed on a CD or another media for free distribution to customers.
6. (Currently Amended) A device configured to generate and display a three-dimensional simulation [[a]] path from a first point to a second point within a place of interest selected by a user, the device comprising:
  - a monitor having a display screen;
  - a device for controlling movement of an icon in the display screen; and
  - a computer readable medium including computer executable instructions, wherein the

instructions, when executed, implement a method for generating and displaying the three-dimensional simulation path from the first point to the second point within the place of interest selected by the user, the method comprising:

selecting the place of interest from a search/menu in the display screen;  
identifying the first and second points within the place of interest;  
generating the three-dimensional simulation path from the first point to the second point; and  
displaying the three-dimensional simulation path on the display screen with an object in movement.

7. (Previously Presented) The device according to claim 6, wherein the displaying further comprises displaying in real time, illustrating instantaneously where products, places or items looked for by the user are located.

8. (Previously Presented) The device according to claim 6, wherein the three-dimensional simulation path is a shortest and best route from the first point to the second point.

9. (Previously Presented) The device according to claim 8, wherein the displaying further comprises displaying notes about the shortest and best route.

10. (Previously Presented) The device according to claim 6, wherein the displaying further comprises displaying promotions that use audiovisual resources to call the attention of customers and visitors of a place where the device is located.

11. (Currently Amended) The device according to claim 6, wherein the computer executable instructions are available in a world-wide network of computers.

12. (Previously Presented) The device according to claim 6, wherein the computer executable instructions are disposed on a CD or another media for distribution.

13. (Currently Amended) The device according to claim 6, where the place of interest is selected from the group comprising departments, stores, items in exposition, numbered seats and strategic points of great shopping centers, museums, big stores, supermarkets, companies, houses of entertainment, theaters, fairs, and events.